



2024 Events Calendar

■ Trade Show ■ Virtual Trade Event ■ Promotion ■ Outbound Trade Mission ■ Inbound Trade Mission

<u>EVENT</u>	<u>DATE</u>	<u>FOCUS</u>	<u>LOCATION</u>
EAST ASIA			
■ 2024 WUSATA Pavilion at SIAL China	May 28 - May 30	All Industry Focuses	Shanghai
FRANCE			
■ WUSATA Pavilion at SIAL Paris	Oct 19 - Oct 23	All Industry Focuses	Paris, France
JAPAN			
■ FOODEX 2024 in Japan	Mar 5 - Mar 8	Consumer Oriented	Tokyo
■ Craft Beer, Cider and Distilled Spirits Outbound Mission	Apr 1 - Apr 5	Consumer Oriented	Tokyo
LATIN AMERICA			
■ 2024 WUSATA Pavilion at ANTAD Trade Show	Mar 12 - Mar 14	All Industry Focuses	Guadalajara, Mexico
MIDDLE EAST			
■ 2024 WUSATA Pavilion at Gulfood Trade Show	Feb 19 - Feb 23	Foodservice/Retail	Dubai
NORTH AMERICA			
■ WUSATA State Pavilion at 2024 Winter Fancy Food	Jan 21 - Jan 23	Consumer Oriented	Las Vegas, NV
SOUTHEAST ASIA			
■ 2024 WUSATA Pavilion at FHA Food & Beverage Trade Show	Apr 23 - Apr 26	All Industry Focuses	Singapore

Visit WUSATA.ORG to find out more about these events, including registration information. If you have a MyWUSATA account, login and click on Events Search for more details.

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Note: All of the trade shows and Outbound Trade Mission events listed in this calendar are eligible for 50% reimbursement if you are signed up for FundMatch®. Go to your MyWUSATA Dashboard to start your FundMatch® application now.